



External Vacancy

DIVISION: Corporate Affairs	DEPARTMENT: Corporate Communications
POST: Multimedia Officer	POST N ^o : 5864 PEROMNES LEVEL (10)

JOB DESCRIPTION:

Vaal University of Technology (VUT) is looking for a creative, forward-thinking, and organized Multimedia officer to join our in-house Marketing and Communication team. In this position, the incumbent will interact with targeted virtual communities and network users to promote interlined and provide customer care services to new and existing university stakeholders. The incumbent will manage the collection of stakeholder reviews and respond to stakeholders across multiple online communities. The incumbent must be able to create consistent, meaningful content on all social media platforms as well as act quickly and efficiently to resolve any internal or external stakeholder complaints or criticisms posted on social media or stakeholder reviews. The incumbent will be responsible for envisioning a social media strategy and creating calendars on a SMMS. This position will include other responsibilities (photography and news writing) as and when needed, so the ideal candidate can manage multiple projects at once.

The incumbent will be required to: (KPA's)

- Build and execute social media strategy through research, benchmarking, messaging, and audience identification.
- Manage VUT internal and external stakeholder reviews and the review collection process. Test and evaluate new tactics to increase response rates.
- Energize and influence other VUT employees to collect reviews from our stakeholders.
- Write, develop, and strategize online content production and scheduling.
- Assist with crisis management, bad reviews, and negative news communications.
- Generate, edit, publish, and share content daily (articles, podcasts, photographs, video, and HTML).
- Build meaningful connections and encourage community members through dialogue and messaging.
- Create and maintain company social media pages and profiles.
- Moderate user-generated content and messages appropriately, based on the university policies.
- Create and implement social media marketing plan and editorial calendar.
- Track and analyse analytics report to gain insight on traffic, demographics, and effectiveness; utilize this information to positively affect future outcomes.
- Collaborate with other faculties and departments to manage VUT reputation, coordinate events, and increase reach.
- Respond to all stakeholder reviews and assign stakeholder service tasks as needed.
- Monitor SEO and user engagement and suggest content optimization.
- Generate multimedia content for VUT's website, intranet and related websites.
- Assist the Executive Director of Corporate Affairs with other responsibilities as and when needed.

APPLICATION CRITERIA:

Qualification/Experience:

- A relevant 3-year Degree or B Tech in Communication / Journalism / Marketing or related discipline, obtained at a recognised University.
- 3+ years' experience as a multimedia Officer preferably in a media environment.
- Sound media strategist using social media for brand awareness and impressions.

Multimedia Officer Specifications/ Requirement:

- Strong familiarity with the business applications of social media platforms (Facebook, Twitter, YouTube, Instagram, Pinterest LinkedIn google etc.).
- Knowledge of social media best practices.
- Knowledge of the Higher Education sector.
- Understanding of social media metrics; able to interpret the results and act to increase effectiveness of social media campaigns.
- Knowledge of graphic design will be an added advantage.

- Content creation and planning.
- Skills in the following areas will be preferred: - Adobe Photoshop - Adobe Illustrator - WordPress
- Outstanding work portfolio
- Help grow the VUT brand.
- Enforcing ethical and professional practices.
- Online brand management and engagement.
- A valid driver's licence is a requirement.

Skills:

- Good written and verbal communication skills.
- Customer service orientated.
- Excellent multi-tasking skills.
- Good organisational, planning and creativity skills.
- Team player – with the confidence to take the lead and guide others when necessary.
- Problem solving and negotiation skills, Digital Editing and Digital Platforms, Advanced knowledge of: MS, Excel, PowerPoint, Adobe Creative Cloud, Hootsuite and Buffer.

Closing date for applications: 22 November 2019

Submit CV by hand to Ms. Carmen Titus at B103 or e-mailed to recruitment@vut.ac.za . Tel: 016-950 9392

Please Note: The application must be accompanied by a CV, identity document and ORIGINAL certified copies (not older than 3 months) of educational qualifications. Submission of such copies entitles Vaal University of Technology to authenticate the qualifications without any further consent from the applicant. Candidates with foreign qualifications must also submit the South African equivalent of the qualification. These qualifications are evaluated by SAQA. Vaal University of Technology is an equal opportunity and affirmative action employer, which is committed to the implementation of its employment equity plan. Therefore, people from designated groups are encouraged to apply. If you are not contacted within three weeks after the closing date, please accept that your application was unsuccessful.

Shortlisted candidates should provide a portfolio of evidence.